Cause Machine | Community Coaching Package

A 24-session plan to build your community engagement strategy and completely setup your digital community website.

ID	Session	Objectives	Strategy Development	Platform Configuration
1	**Creating a Community Launch Strategy**	Create a big picture map and timeline for your community pre-launch and launch.	• Developing timeline	
2	**Focusing on Key Platform Tools**	Evaluating core launch platform tools/modules and creating a prioritization schedule for resources.	• Understanding client value proposition and need • Member needs assessment	• Exploring site tools
3	**Developing a Community Promise**	Crafting the key value propositions you offer your community and how those are positioned.	• Refining the distinct statements • Clarifying the goals	
4	**Designing a Member Intentional Pathway**	Creating a step by step process for member engagement that defines stages, resources, and step by step wins.	• Map out pathway • Determine resources • Clarify the WIN per stage	
5	**Developing a Monetization Strategy**	Evaluating monetization models and prioritizing which fit and how they fit into your business model.	• Evaluating models • Building a plan	• Exploring site tools
6	**Identifying Core Calls to Action**	Creating a list of potential calls to action and selecting the highest value to position as your launch CTAs.	• Direct and indirect • Member needs focused	• CTA positioning
7	**Creating a Lead Generator Resource**	Designing the overall focus, objective, and outline for a lead generator to create and publish.	• Outline and structure • Design and purpose	
8	**Optimizing Lead Generator Configuration**	Loading lead generator into platform with intentional messaging and flow around the resource.	• Messaging sequence • Conversion mapping	• Loading resource • Configuration and settings
9	**Configuring Website Navigation**	Mapping out a full picture site structure and strategy with public facing and internal pages.	• Brainstorm and refinement • Identifying member needs	• Designing site structure • Configuration and settings
10	**Designing & Launching Homepage**	Wire-framing a homepage with clear messaging and constructive engagement flow.	• Messaging that works • Guide to CTAs	• Template and blocks design • Full v1 design layout ready for editing
11	**Setting Up Membership Offerings**	Designing the right membership package(s) and setting up the offer.	• Draft membership offering • Clarify resources and messaging	• Configure membership offering • Manage settings and alerts
12	**Creating an Onboarding Strategy**	Crafting an intentional series of messages and communication to welcome new members well.	• Mapping out the welcome messaging sequence • Crafting a welcome page	• Connecting drip email series • Creating a welcome page

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13	**Create a Guidance Pathway**	Developing a customized pathway for your members before and after creating a membership.	• Developing pathway • Stage titles and WIN	• Messaging configuration • Zapier integrations
14	**Creating a Content Strategy**	Mapping out a 12 month content strategy to feed and nurture a community.	• Brainstorm and refine content objectives • Lay out 12 month plan • Member posted content	• Post initial content items • Drip release content • Configuring content settings
15	**Developing a Story Strategy**	Creating a strategy for engaging community members in sharing their own stories.	• Story launch campaign • Story triggers • Story sharing policy	• Configuring story settings
16	**Creating a Groups Strategy**	Developing a strategy to engage community members in smaller groups for intentional growth and engagement.	• Groups strategies that fit your community • Group motivation • Shoulder tapping leaders	• Configuring groups settings • Setting up a group
17	**Creating a Course Strategy**	Crafting a teaching strategy for your community via online courses.	• Brainstorm potential course content • Outline course structure	• Configure course settings • Setup first course
18	**Creating an Events Strategy**	Exploring various types of live or virtual events for community members to engage with each other and continue learning.	• Event strategy and purpose • Event stages (pre-event-post)	• Configure event settings • Setup first event
19	**Leveraging Integrations & Social Media**	Maximizing integrations to create more powerful automations and touch points.	• Integration strategy • Survey integration resources	• Setup Social Media integration
20	**Listening Well to Community Needs**	Leaning into your community to learn from their needs, desires, and wants for a better future strategy.	• Survey questions • Feedback methods • Questions worth asking	• Setup community feedback forms
21	**Gleaning Insights from Analytics**	Reviewing the numbers and metrics that matter most for your growth and success.	• Identifying key metrics	• Setting up Google Analytics • Reviewing site dashboards
22	**Building a Team**	Creating a team who can help propel your vision forward.	• Brainstorm core team functional needs • Identify internal and external opportunities	• Add members to manage community
23	**Developing an Annual Review**	Creating an annual plan to review metrics, growth, and other internal objectives.	• Develop annual review strategy and metrics • Create quarterly milestones	
24	**Celebrating Success**	Celebrating the successes along the way to benchmark growth and impact.	• Setting milestones for celebration • Creative ways to say thanks	

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